

CVC IMA Accounting and Management Conference Live Webinar

Friday, March 22, 2019

Morning Session 8:30 am-10:10 am

(CPE Credit: 2 Hours in Specialized Knowledge)

Martin Brossman Presents:

“Artificial Intelligence and Your Future”

Machine Learning is infusing into all aspects of our lives as it builds toward Artificial Intelligence. This presentation gives a basic understanding of how it is affecting our culture, critical knowledge for businesses, students, sales representatives and professionals.

"There has never been any other time in life when so many aspects of our world are focused on advancing artificial intelligence (AI) and machine learning as today," Martin Brossman said. "I believe students and professionals need a basic understanding of how Machine Learning and AI are progressing today because its influence on our life is growing rapidly. As our world gets more automated and AI gains greater dominance in our society, working on enhancing our best human qualities will give us a competitive advantage." Enjoy this basic overview of how we are advancing into this “brave new world”, where we will have to educate a society of thinkers, reexamine our purpose and redefine societal consciousness.

- • Understanding how AI and Machine Learning is already infused into our world
- • Identifying the possible jobs that it will create and jobs that will be going away
- • Defining key terminology you need to know in regards to AI and Machine Learning
- • Being able to see through the hype of marketing today to understand where we are today
- • Recognizing what you need to know for your career about AI and Machine Learning

Guest Speaker Biography

Martin Brossman

Martin Brossman is a leading authority on social media and online marketing. He is a business coach, consultant and a dynamic trainer known for his insight and humor. A member of the National Speakers Bureau, Martin is a popular speaker on social media topics and web related topics for business professionals. He teaches at North Carolina community college Small Business Centers throughout the state since 2006. Currently, he teaches a Social Media Management Certificate program at NC State University TTS. His published books include Social Media for Business, Linking Into Sales (professional use of LinkedIn) and How to use Hashtags. He has been self-employed since he left IBM in 1995 and has over 10 years of experience in the business use of Social Media.